

Social Media Marketing Internship

REPORTS TO:	Director of Communications
PRIMARY LOCATION:	Baton Rouge
POSITION TYPE:	Part-Time, Internship
<i>Be sure to consult The Center's Organizational Structure & Description</i>	

Summary

The Center for Literacy & Learning is a 501(c)(3) non-profit organization with offices in Metairie, Baton Rouge, and Alexandria. Our mission is to advance literacy and learning through evidence-based practices in the classroom, home, and community.

The Center seeks a social media marketing intern who will assist with the organization's marketing initiatives. Their duties include tracking analytics for social media campaigns, creating social media posting schedules, and writing captions for social media posts they will be expected to attend weekly staff meetings and weekly 1:1 meetings with their supervisor (virtual or in-person is acceptable).

Position Responsibilities & Core Functions

- Assist with the design and execution of social media campaigns
- Create weekly and monthly social media calendars to promote the organization's programs and events on various social media websites
- Track social media engagement to identify high-performing ideas and campaigns
- Perform social media marketing research
- Create graphics to share across social channels
- Write social media captions
- Help create and edit short-form videos
- Ensure brand message is consistent

Qualifications:

- Experience in digital marketing/social media marketing
- Impeccable oral and written communication skills
- Excellent internet research skills
- Mastery of the major social media platforms including Facebook, YouTube, Instagram, Twitter, and TikTok
- Knowledge of social media analytics software including Facebook Insights, Google Analytics and Twitter Analytics to track audience engagement and campaign performance
- Experience with image/video editing software

Physical Demands/Requirements

- Flexible work hours depending on operational and programmatic needs, with most falling during the standard workday. Evening and weekend hours will also be required
- The ability to see, speak, hear, write, and move to execute job responsibilities at The Center office and in the broader community
- Ability to travel in-state (Louisiana), occasionally, using reliable, insured private transportation

Part Time: 10-15 hour per week

Application Deadline: Ongoing

Start Date: Immediately

Length of Engagement: Minimum one semester

Compensation: \$12-\$15/Hour

To Apply: To apply, please submit the following items to HR@mycll.org with Subject line: Advancement Internship.

1. A cover letter explaining why you are interested in the internship with The Center, what skills you would bring, and why you would be a great member of the team!
2. Resume